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A SPECIALTY



OREGON NURSERY COMPANY
INCORPORATED

ORIGINATORS AND GROWERS OF
REGISTERED STOCK

MORGAN HILL, CALIFORNIA, U.S.A.

LONG DISTANCE
TELEPHONE MAIN 39

TO WHOM IT MAY CONCERN:

This is to certify that we have entered into a contract with the Oregon Nursery Company, a corporation of Orenco, Washington County, Oregon, whereby we have transferred to them the propagating rights of the Coates 1418 Prune and that they jointly with ourselves are the only persons, firm or corporation having the right to propagate, grow, sell and distribute trees of this variety under the name of "Coates 1418" Prune.

Any other parties offering this variety for sale except through a certificate from the Oregon Nursery Company are defrauding the public.

Leonard Coates Nursery Co. Inc.
by Arnell H. Coates
President

FOREWORD

THE purpose of this Booklet is to acquaint you with a truly remarkable new prune—"COATES 1418"—the Prune with the DATE flavor. For many, many years, growers of the regular Petite or French Prune have realized that its tendency to be small was a big handicap in its competition with the larger prunes, and accordingly Mr. Leonard Coates for the past thirty years has been striving to create a large prune of the Petite quality. In developing the "COATES 1418" his labor of years has undoubtedly been rewarded.

The added wealth which the "COATES 1418"—the Prune with the DATE flavor, will contribute to the prune orchardists of the country and the delicacy made available for the table of every home in the country, entitles Mr. Coates to the recognition of being one of the great benefactors of humanity, the value of whose labors will be more fully appreciated and valued as years pass.

In the November, 1919, issue of The Journal of Heredity, a monthly publication devoted to Plant Breeding, Animal Breeding, and Eugenics, Prof. A. D. Shamel, Physiologist in the Bureau of Plant Industry, U. S. Department of Agriculture, contributed a very comprehensive article on the origin of this new prune. This article is reprinted in this Booklet, and gives a most fair and impartial report on this new member of the prune family.

"COATES 1418"—The Prune with the DATE flavor—with its large size, unrivaled merits of flavor and productiveness, will unquestionably revolutionize the prune industry of the country. It is, we believe, the greatest prune yet produced and we believe you will likewise decide.

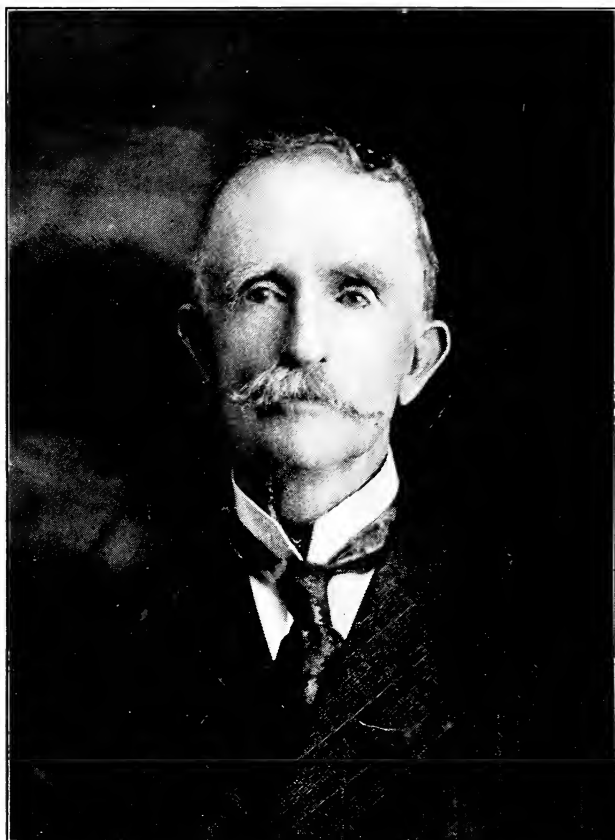
Every page in this Booklet is laden with information of value pertinent to you as a present or prospective prune grower. Don't overlook any portion of it.

After obtaining such information from this Booklet as it may convey, should there be additional information you desire, write us.

Respectfully,
OREGON NURSERY COMPANY
Orengo, Oregon



OREGON NURSERY COMPANY



LEONARD COATES



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LEONARD COATES

The Prune Idealist, Investigator, Practical
Fruit Grower and Nurseryman

By

M. McDONALD
ORENCO, OREGON

SCIENTIFIC observers of plant life have for a long time noted that all forms of vegetable growth have a tendency to bud variation. That is, one single isolated bud growing upon a plant, shrub or tree will have the power to produce an apparently distinct foliage, flower or fruit, seemingly being able to give new coloring in foliage and flower and new form and flavor in fruit beyond and outside of the environment of its parent stock, which variation, when transplanted to other trees of a like species by budding or grafting or by other forms of practical propagation will continue to produce the variation true to foliage, color, form or flower.

Wherever scientific care is practiced in the elimination of reversion to the original variety of either foliage, flower or fruit, together with careful selection of the best types of the new variation, an entirely new variety, perhaps distinct in many respects, is often the result. Usually such variations are noted because of a marked improvement in either foliage, flower or fruit over the parent variety, and when the type becomes fixed thru isolation, selection and elimination, we have a superior variety. Much work has been done in fixing the type of such variants in new foliage, flower and fruit of unusual size, form and beauty. Perhaps more work has been done in roses along this line than on any other class of plants, altho some notable work has been successfully carried on in improving valuable fruit variations. A case in point is to be found in the present uniform quality of the Navel Orange, produced in the orange groves of southern California, brought to a high standard grade, quality and excellence thru repeated fruiting periods of careful bud selection from known tested trees of unusual heavy bearing strain, by scientific experts of the Department of Agriculture.

In the case of our more highly developed form of both flower and fruit, nature usually has a tendency to revert to the original type more often than it shows an improvement. Occasionally, however, there is found a bud variation or sport that is a decided improvement on what might be termed the standard or fixed type of





Group of Fruit Experts and Growers at the Yearly Inspection and Comparison Tour of "Coates 1418" Test Orchard at Morgan Hill, Calif.

the variety. When such variations occur, which is rare, if observed by a person of an investigating turn of mind, the new type may be fixed and virtually a new variety established by a succession of bud propagation. The buds to be taken from the original sport or variant and carried thru several fruiting periods, each time always selecting the budding wood from the true type of the variation. Just how long, or thru how many fruiting periods this process of bud selection, isolation and elimination must be carried on before the new type or variety will become fixed is, we believe, an unknown quantity. However, we believe it may be laid down as a well-defined principle that the oftener this bud selection and elimination of the undesirable qualities is carried on in a direct line from the original variant or bud sport, the more firmly will the new type become fixed, and danger of a reversion to the original undesirable qualities of the parent stock be removed; hence, the very present and always great danger of promiscuous cutting of budding or grafting wood from variant or bud sport until this experimental work has been done by someone conversant with the laws governing selection and elimination necessary in such cases to fix the new type.

To have spent practically a lifetime in the search for such a bud variation with the express purpose in mind all of the time to improve the quality, enhance the commercial value and standardize one of our great fruit products at its source, has been the life-work and achievement of Mr. Leonard Coates of Morgan Hill, California.



The great work that Mr. Coates has accomplished was brought into prominence at the meeting of eminent horticulturists and scientific investigators brought together from all over California and elsewhere on August 27th, 1920, at the Morgan Hill Orchards for the purpose of an annual inspection and comparison of his new prune, Coates 1418, where he has grafted ten acres to this new variety in alternate rows alongside of the best strains of the old French prune, Petite d'Agen. Every facility was given the visitors to make the closest inspection and comparisons between the new and the old varieties. After a couple of hours spent in the orchard by the company, all repaired to the home of Mr. Ronald Coates, son of Mr. Leonard Coates, where a dainty luncheon was served by Mrs. Coates, Jr., and able young lady assistants. At the close of the luncheon, Mr. Leonard Coates gave a brief review of the discovery and the work done to bring the "Coates 1418" prune to its present high standard of excellence and purity in eliminating the reversion to the old type. Discussion on the merits of the new variety was called for and almost every one present spoke in the most glowing terms of the wonderful field that this new variety would open up to the prune growers. It was at this time that Dr. Coleman, Editor of the *Sunsweet Magazine*, the official publication of the Dried Prune and Apricot Growers' Association, said: "That if all of the French prune trees now bearing in California were of the "Coates 1418" variety, the crop from these trees this year, 1920, would have added fifteen million dollars to the growers' revenue." Because of the differential in price on grades of the larger over the smaller sizes, the value of Mr. Coates' discovery in the "Coates 1418" prune could not be better expressed than in this tremendous statement by Dr. Coleman, which should arrest the attention of prune growers everywhere to the value of this ideal large sized prune.

Not alone has Mr. Coates' improvement in prunes doubled the profits to be made from the commercial prune in its ordinary form, but in the "Coates 1418" we have a confection equaling the *date* in its pleasant, delicious flavor when eaten out of hand. From this source the uses of the 1418 prune will be very largely increased over the consumption of the old varieties, opening up an entirely new field in the sale of what we will term the "Date-Prune" products.

If, thru the isolation, selection and elimination of a single bud variation, \$15,000,000.00 can be added to the value of one state in a single year, what wonderful possibilities does this successful demonstration disclose? It surely proves that the thirty or more years Mr. Coates has spent in his quest for the ideal French prunes have not been time thrown away or energy wasted in search for the impossible.

"Coates 1418" French prune, as seen growing in his ten-acre



test orchard at Morgan Hill, August 27, 1920, was surely a great revelation to the large company of invited horticulturists who, for the first time, saw the new variety fruiting on the trees. The visitors to the Coates Orchard at Morgan Hill August 27th were shown ten acres that had formerly been a peach orchard. Five years ago these peach trees were grafted over with the best known strains of the French prune in alternate rows with the new variety "Coates 1418." At the time of the meeting the trees of both the old and the new types were heavily laden with fruit. The "Coates 1418" were just beginning to drop. The common French, altho nearly ripe, had not begun to drop, indicating that the "Coates 1418" is a few days, possibly a week, earlier than the ordinary French variety.

As seen in this test orchard, the habit of growth of the trees 1418 is sturdy, upright, straight branched, with foliage larger and more luxuriant than that of the common French prune. Otherwise the tree is almost identical with the ordinary French, and to the



This is the group of Horticultural experts gathered at the home of Mr. Ronald Coates, who examined the "Coates 1418" test orchard on August 27th, 1920:

Lower row, left to right: Robt. Westcott, M. McDonald, Dr. F. M. Coleman, N. Ballard, Leonard Coates, Prof. R. H. Taylor, A. L. Ellis, W. S. Killingsworth, M. C. Ellis, Prof. A. D. Shamel, G. W. Pennebaker.

Upper row: Mrs. Shaw, Mrs. Coates, H. G. Keesling, Elton R. Shaw, Ronald H. Coates, A. D. Beardsley, H. C. Benedict, Leonard H. Day, Prof. L. E. Scott.

(Prof. W. L. Howard and L. R. Cody had to leave before the photo was taken.)



average observer, without fruit on it, the tree would be taken for the regular French prune. It is only when a comparison is made with the fruit ripe on the trees of both varieties, grown along side of each other, that the great difference in the fruit is to be seen.

In the "1418" we have a tree bearing uniformly large, handsome fruit, with no tendency to bunch up or over-bear, yet carrying a sufficiently heavy crop, equally distributed all over the branches of the tree. No overloading or breaking of branches as is too often the case in the old variety.

The fruit: It is when one examines the fruit that the immense possibilities of increased profits to the prune grower are apparent. "Large" is the word that expresses this new claimant in the prune world, averaging perhaps twice the size of the old French prune with no small fruits on the tree. The fruit is roundish, rather than pear-shaped, of the same royal purple color of the French. The texture of the flesh is almost identical with a much higher sugar content. So uniform in size is the fruit and of such heavy drying quality that the cured prune is more than one-half the weight of the ripe fruit, giving the grower a return that will run almost all in the twenty to thirty prunes to the pound class. It is right here that Mr. Coates has standardized the prune industry at its source. In this new variety he has eliminated the small sizes in the growing of the product, doing away with the endless work of sorting and grading necessary in the old variety to bring a small portion of the grower's crop up to the first grade of quality and standard.

In passing, it might be observed that it takes the same investment in orchard land and cultivation to grow a small fruit that it does to produce a large one. It also takes more in labor expense, while often the price per pound is less than one-half what the large sizes can be sold for.

A simple study of this new prune will easily and quickly disclose the great financial benefits Mr. Coates has conferred on the prune growers of not only the great State of California, but elsewhere wherever prunes are produced throughout the world.

Millions upon millions will be added to the wealth of the world through this discovery and his subsequent work in fixing a pure



"Coates 1418" Prune Tree—Photograph Taken in August, 1920



strain of this new variety. What remuneration, in a financial way, can Mr. Coates get for this great boon to the fruit growers and his more than thirty years work in search and experimentation to produce this ideal prune? There is no law that will protect him in his discovery. Others, no doubt, will at once begin the propagation from sources where the old type has not been eliminated by careful selection, as Mr. Coates has done with the "1418" and as a consequence, much mixture will be the result; disappointment will follow unless planters are careful in their selection of trees from the Coates foundation stock only.

The writer, knowing something of the lifetime work that Mr. Coates has devoted to the development of an ideal in the production of a superior strain of the French prune, and as one of the invited guests to the annual test examination made of this variety at the home place—Morgan Hill—August 27, 1920, is impelled to set down here his impressions of the man and the great work he has done in the development of this new prune—"Coates 1418."

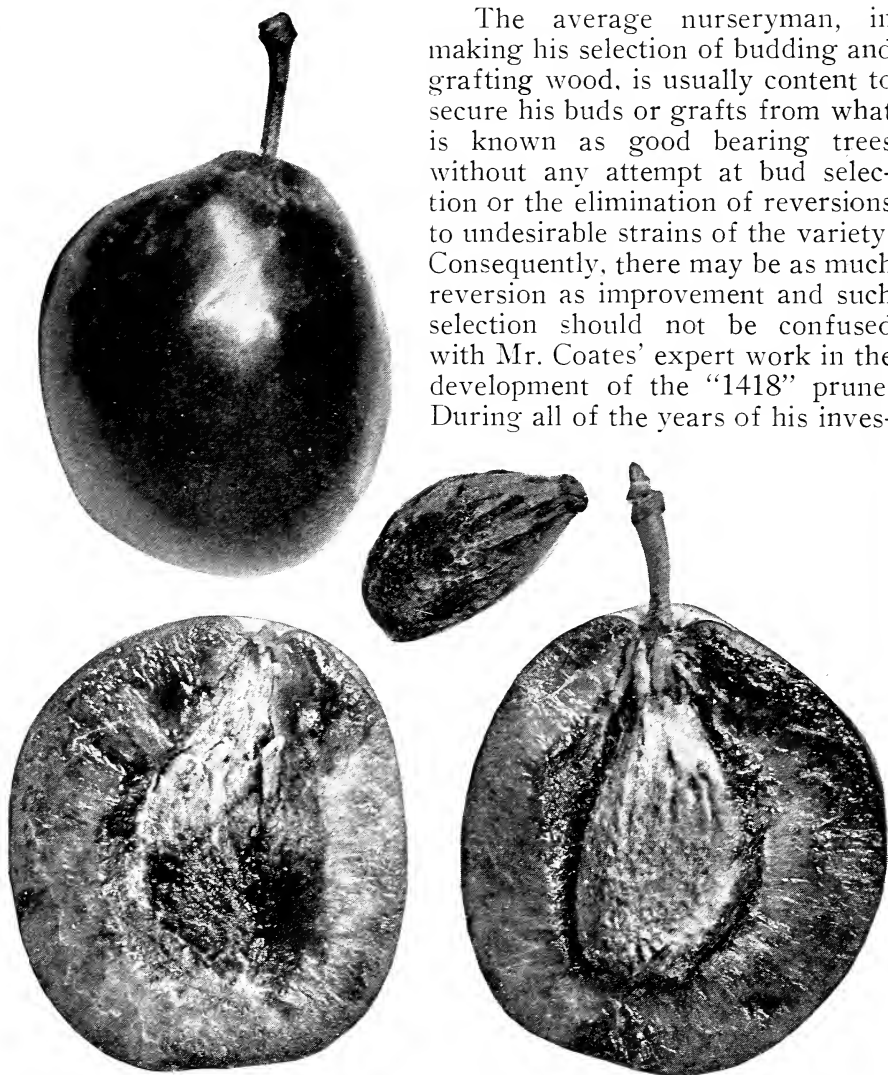
As co-workers in the same competitive field of nursery labor, we realize the importance and value of this new introduction to the nurseryman as well as to the fruit grower, and wish to add our quota in whatever assistance we may be able to give in the propagation, dissemination and introduction of what we believe to be the most valuable new fruit ever introduced.

It is now almost thirty years since the writer first met Mr. Leonard Coates at his home, then in Napa, Napa County, California. Well do we remember with what earnest enthusiasm he entered into the discussion of the possibility of an improvement in the size of the French prune, thru selection of variations he had noted even in that early day, and on many occasions between then and now, whenever we have had the pleasure of meeting Mr. Coates, the subject uppermost in his thoughts was the possibilities of an improvement in the French prune.

In the many years that Mr. Coates has devoted to the study of this subject, he has run down and developed many strains, some better, many of no improvement over the average type. However, we feel safe in saying that his work, without great financial reward to himself, has done much to bring about a more careful selection of budding and grafting wood of the French prune in nursery practice.

In almost every nursery catalog, where prunes are described, will be found reference to an improved French prune. While it may not be publicly acknowledged by the Nursery Fraternity generally, we may readily admit that this condition has been brought about largely thru the theory developed and practical work done by Mr. Coates in his thirty years of study and investigation in his search for an improved strain of the French prune.





The "Coates 1418" Natural Size,
Showing Fullness and Texture

tigations, whenever he would find what he thought was a better type of the French prune, he would at once graft into bearing trees and begin the work of selection and elimination to fix the desirable type. In this ten-acre orchard at Morgan Hill, he has introduced all of the best strains of the French prune in order to have a true comparison with the "1418."

The persistency with which Mr. Coates has followed his fixed



ideal thru all of the years without very great financial reward. entitles him now, in his reclining years, when the shadows are lengthening and the step is not as buoyant as of yore, to not only all of the honor that will come to him because of his gift to the prune growers of the world, but he is also entitled as well to the financial reward that should naturally follow the discovery and development of such a valuable acquisition to the fruit world. Mr. Coates states that the discovery of the "Coates 1418" was brought about thru the suggestion of a friend some ten years ago, who called his attention to a large variety of the French prune growing near Saratoga, Santa Clara County, California. As was his custom when hearing of anything new in the prune line, Mr. Coates at once made an investigation and found that a large prune had developed as a bud sport on a regular French prune tree. So little value had been placed on the freak, as it was termed, that the original tree was destroyed. Fortunately, some grafts had been put in another tree and in this way the variety was saved. Mr. Coates at once made arrangements for the exclusive propagating rights and began his experiment. Finding reversions in its first bearing period, it was necessary to carry on the work thru successive bearing periods. In order to give the variety an exhaustive trial, Mr. Coates bought a ten-acre peach orchard, grafting over the entire acreage in alternate rows with the new variety and the best strains of the old French prune. This is the orchard that was examined by the company of expert fruit growers on August 27th, 1920.

So carefully has the work of isolation, selection and elimination been carried on thru the different fruiting periods from the original tree that there is now scarcely any noticeable reversions to be found in this ten-acre orchard, and from this orchard, and this orchard only, can a pure strain of this new type of the French prune be secured. Other orchards examined, coming from the original source without the same care in selection of budding wood, show a very large percentage of the trees reverting to the old pear-shaped type of the French prune and are badly mixed. Budding wood taken from these sources will only cause endless confusion and disappointment to the orchardist.

It is hoped that out of the meeting held on August 27th, 1920, there will come a call to the Fruit Growers Association of California, or some other authoritative body, to take up this matter and give Mr. Coates such endorsement and publicity as the importance of his work to the horticultural interest of California justifies and warrants.

In the November number, 1919, *Journal of Heredity*, Professor A. D. Shamel of the Department of Agriculture, who is connected with the Department at Riverside, California, gave a very lucid and scientific description of the work Mr. Coates has carried on in con-





The Well-Kept "Coates 1418" Experiment Orchard at Morgan Hill, Calif.

nection with the development of the "Coates 1418" prune.* We would strongly urge every seeker for definite and reliable information on this new variety and Mr. Coates' work to get a copy of this article as it deals with the subject in a scientific way and contains comparative illustration of great value in connection with bud variations, going carefully into the work of isolation, selection and elimination.

Professor Shamel's work at Riverside, in connection with the development of a superior type of Navel Orange makes his article on bud variation exceptionally interesting, instructive and authoritative.

*The article written by Prof. Shamel is reprinted in full elsewhere in this Booklet. See page 15.



THE HISTORY OF THE

Coates 1418 PRUNE

By

LEONARD COATES

of the LEONARD COATES NURSERY COMPANY
Morgan Hill, Calif.

AS IS well known by leading Horticulturists all over California, the writer has for more than thirty years been searching for an improvement on the common French prune. As hundreds of prune growers can testify, I have isolated and brought to fruiting several strains of the French prune that have shown an improvement in size and uniformity in bearing of larger fruit than the ordinary type propagated by nurserymen.

In reference to the "Coates 1418," some eight or nine years ago, a friend called my attention to the fact that a large variety of the French prune had been found fruiting near Saratoga, Santa Clara County. As was customary, the writer at once made an investigation and found: That Mr. F. B. Smith had growing on his place a large prune of the French type. This prune was said to be a freak or bud sport found growing on a French prune tree. The original tree had been dug up and destroyed, but fortunately some buds had been taken from it and grafted into another tree so that the variation was preserved. Noting the large size and excellent qualities of this variant, and also its tendency to reversion, I at once made an agreement with Mr. Smith for the exclusive propagating right and at once began the slow process of eliminating the reversions to the original French prune by selection of buds that showed only the true form of the variation. After bringing it into fruiting on our grounds, further isolation, selection and elimination was followed up and a ten-acre orchard developed from true forms of the variety, until today we have this ten-acre orchard in full bearing, grafted in alternate rows with this best strain of the French prune for comparison purposes, all of which is a matter of public record, made so by the meeting held at Morgan Hill, on August 27th, 1919, at which meeting Mr. George C. Roeding, California's most prominent nurseryman, said in substance:

"I want to say, gentlemen, that we, as horticulturists and fruit growers, owe a great debt of gratitude to Mr. Coates. This prune is of immense value to the State and Mr. Coates should be handsomely compensated. I know, from my own experience, the time



and money it takes to improve or introduce any new fruit, and nothing we could do would be too much to compensate Mr. Coates for what he has done. There is no question about this prune and its great value."

During the fruiting period of 1919, Prof. A. D. Shamel of the Department of Agriculture, stationed at Riverside, and an expert on bud variation, made a careful study of the ten-acre orchard above referred to, and in the November, 1919, issue of the *Journal of Heredity*, gave a description of the variety "Coates 1418," together with the work the writer had done in developing this new type of the French prune, in which article he said in his opening remarks: "Leonard Coates, nurseryman and fruit grower of Morgan Hill, California, has been studying the problem of securing an improved variety of the French prune for many years. In the course of his experiments he has isolated several strains which differ from each other in one or more clearly recognizable characteristics. No attempt will be made at this time to discuss these various types and their relation to the original variety. This account will be confined to a description of the isolation, propagation and testing in an experimental orchard, of a strain which originated from a bud variation and which promises to be the larger fruited variety so long sought for by prune producers in California."

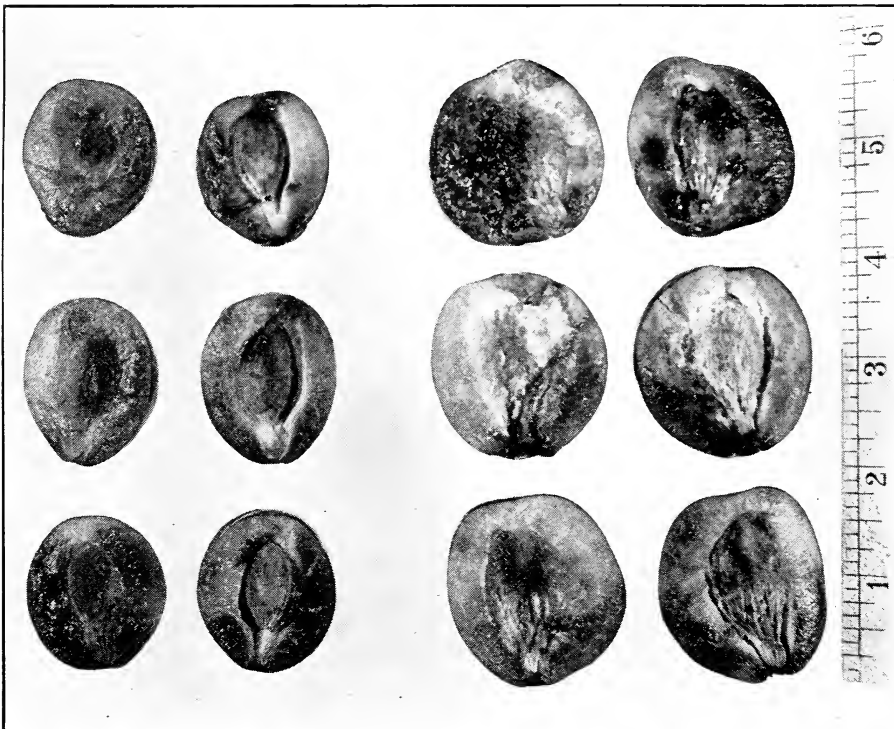
The article in question is too lengthy to reproduce here, however, any person interested in the correct version of the introduction of this new variety should get a copy of the November number of the *Journal of Heredity* and read what he says. To give further publicity to the variety and the work that has been done in fixing the true type by isolation, selection and elimination, on August 27th, this year, another large group of fruit growers and scientific men were invited to attend a meeting held at Morgan Hill for the purpose of making a still further examination of the value of this variety as a commercial prune. Prune planters and fruit growers should not overlook the very important scientific fact that this variety is a bud sport and that there has been a tendency to reversion in the original stock as noted by Professor Shamel in which he says: "In carefully studying the individual trees of the new variety, Mr. Coates has occasionally observed small branches, and in some cases individual fruit spurs, bearing the ordinary French prune. The pyriform shape and other characteristics of the French prune, as contrasted with the more round or oval shape of the "Coates 1418" variety serve to clearly distinguish the two types. While going over some of these recently with Mr. Coates, the writer found several similar branches, usually small ones, bearing several fruits which were unmistakably of the parent variety or ordinary French type, while the remainder of the tree were of the large Coates variety." All of which simply shows the great importance of the



work done in fixing the type of this new variety, which variety could not be depended on to reproduce itself until it had been carefully carried thru the different fruiting periods as carried on by our experiments which have taken almost ten years to complete.

When we first discovered this prune we could easily have rushed a large stock of trees on the market without first carefully carrying out the process of elimination of the reversions thru successive bearing periods, but preferred to wait until we could, with safety, assure the fruit growers that they were going to get a pure strain and not be in danger of getting spurious stock which may be put on the market under other names and without proper time and care being taken in the isolation and selection of foundation stock.

In order to doubly safeguard the matter of propagating from only known and proven stock we have our test orchard carefully and definitely charted showing the record of each and every tree and their individual fitness for supplying dependable propagating wood of the true "1418" type. Thus every precaution has been taken on our part to protect planters who avail themselves of our service or that of those associated with us.



Showing the difference in size between the "Coates 1418" and the common French Prune.



ORIGIN OF A NEW AND IMPROVED FRENCH PRUNE VARIETY

By

A. D. SHAMEL

(Reprinted, without changes, from pages 338 to 343, Journal of Heredity [organ of the American Genetic Association], Vol. X, No. 8; Washington, D. C., November, 1919)

Origin of the French Prune

THE French prune (*Prunus domestica*), commonly called the petite prune d'Agen or little French prune, was introduced into California in 1856 by Louis Pellier, a nurseryman of San Jose, who brought the scions from Ville Neuve d'Agen, France, from which place the variety takes its name. The commercial development of this prune in California started about 1880. In 1918, according to the California State Commission of Horticulture, there were 100,721 acres of prune trees in bearing and 34,690 acres of young trees not in bearing. The production amounted to 39,127 tons with an approximate valuation of \$5,500,000. The Santa Clara valley is the center of greatest production, having about 60,500 acres of bearing prune trees. In 1919 the very heavy crops, together with the high prices being paid for prunes, seem likely to establish a high record both for the amount and value of the crop.

Its Commercial Development

During recent years the prune industry has developed extensively in the Pacific Northwest, particularly in the states of Oregon, Washington and Idaho. Formerly, the growth of the prune industry was slow in these districts on account of difficulties in drying the fruits under natural climatic conditions. Recently, the drying of the fruits has been done successfully under controlled conditions with hot, dry air as the source of heat in the evaporators. This development seems likely to lead to an extensive culture of the prune in the northwest, where drying under natural conditions is frequently interfered with by fog and rain.

Fruit of High Quality

The Prune d'Agen variety, most generally grown in California, is particularly well adapted for prune production on account of the rich, aromatic flavor of its fruits, the dense, fine texture of the flesh, which gives the cured fruits tenderness both when used as a confection and when slightly cooked, and the smallness of the pits, together with their thinness and smoothness. The dried fruits frequently contain more than 50% of fruit sugars. Correlated with this sugar content is a high degree of spicy prune flavor. The color of the fruits of this variety is a royal purple, which is an important factor in the successful marketing of the dried prunes. The delicious, melting flesh separates easily from the small flat pit.



Trees Produce Abundantly

The trees of this variety are heavy bearers under normal conditions. Some fruit is usually borne the third year after planting. From the fifth year on, the trees may be expected to produce commercial crops. From 200 to 300 pounds are considered to be a satisfactory yield for a full-bearing French prune tree. However, 600 and even 800 pounds have been produced, and a six-year-old tree at Visalia, Cal., is said to have borne 1,102 pounds of fruit in one season.

Dissatisfied With Small Prunes

The tendency to heavy bearing is frequently correlated with small size of fruits, particularly when the crops are not thinned at the proper time. If too much bearing wood is grown, the fruits are likely to be too small for satisfactory commercial purposes. For this reason there has been an active demand among prune growers for a larger French prune having the valuable characteristics of the established variety. Until recently all efforts to achieve this result seem to have been failures. The trouble with the larger fruited varieties, as a rule, is that the fruits are likely to be of poor quality, coarse, and stringy in flesh, or have large, undesirable pits.

Mr. Coates Evolves a Large French Prune

Leonard Coates, nurseryman and fruit grower of Morgan Hill, Cal., has been studying the problem of securing an improved variety of the French prune for many years. In the course of his experiments he has isolated several strains which differ from each other in one or more clearly recognizable characteristics. No attempt will be made at this time to discuss these various types and their relation to the original variety. This account will be confined to a description of the isolation, propagation and testing in an experimental orchard, of a strain which originated from a bud variation and which promises to be the larger fruited variety so long sought for by prune producers in California.

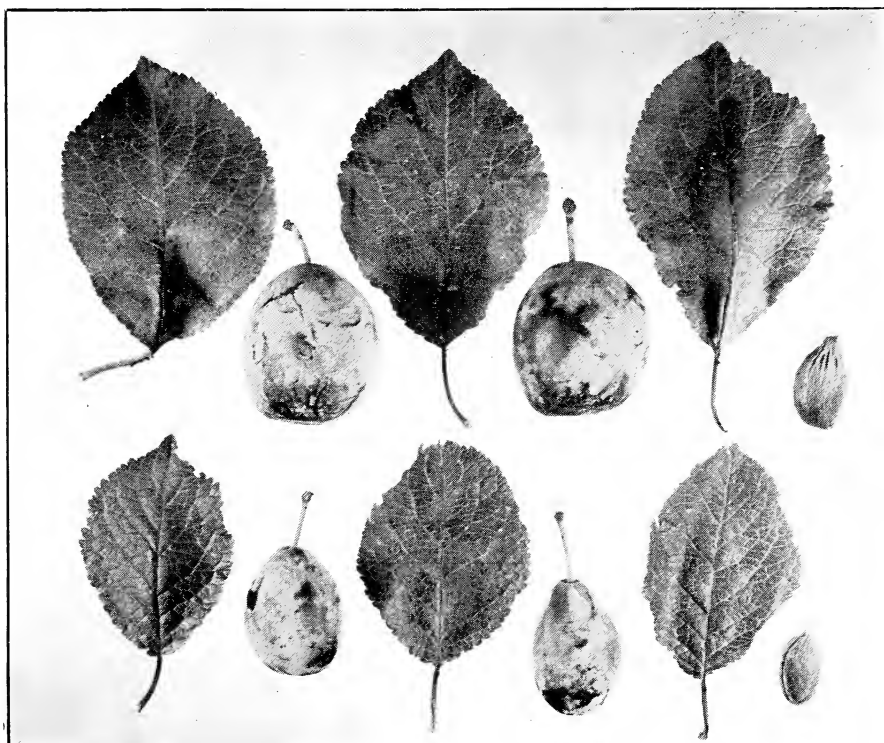
New Variety Originates from True Bud Variation

In 1904, in a French prune tree growing in an orchard near Saratoga, Cal., one branch high up in the tree was found bearing very large fruits. There is no question as to its being a true bud variation. Several grafts were secured from this branch and placed in bearing peach trees in order to secure early evidence as to whether this variation, or bud sport, could be propagated. The fruits produced by these grafts were found to be identical to those borne by the original branch. The large fruits possessed all of the desirable characteristics of the smaller fruits of the ordinary French prune, and, in addition, possessed the desired improvement in size.

New Prune Given Extensive Test

In order to give this strain a commercial test Mr. Coates bought 10 acres containing about 1,000 peach trees for experimental trials of the large prune variety. These trees were five years old in 1914 at the time of their purchase. The large-fruited French prune variety was budded into every other row of the peach trees with the usual method practiced in top-working citrus and other fruit trees. Mr. Coates believes that budding is preferable to grafting for top-working peach or other stone fruits.





COMPARISON OF NEW AND ORDINARY VARIETIES

Typical leaves, fruits and pits of the two varieties are shown above, those of the new variety at the top and the ordinary variety at the bottom. The former are larger and more uniform than the latter. (Fig 1.)

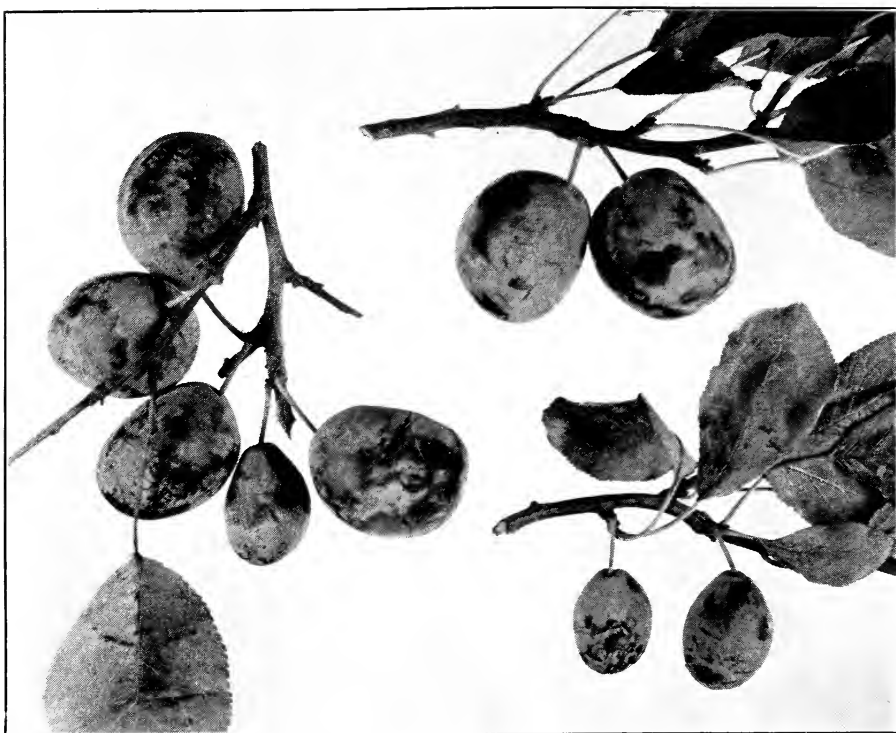
The top-worked trees with the improved French prune strain, called No. 1418 for convenience during the experimental stages, are in alternate rows with the ordinary or other selected strains of the parent variety. In other words, in the 10-acre experimental orchard there is one row of No. 1418 followed by a row of the parent variety, and so on throughout the entire orchard. The conditions are comparative and furnish the basis for a fair comparison of the No. 1418 strain trees with those of the parent variety.

No. 1418 Superior in All Respects

The yield of the No. 1418 trees in the experimental planting has been more than double that of the comparative trees. The No. 1418 fruits are about twice the size and weight of the comparative fruits. They are more uniformly distributed throughout the tree than in the case with the fruits borne by the comparative trees. Furthermore, the fruits are more uniform in size, shape and other characteristics than are the fruits of the ordinary variety. So uniform are the No. 1418 fruits that they appear to have been graded mechanically as to size as they lie on the ground after falling.

The No. 1418 trees appear to be more vigorous growing and develop





THREE BRANCHES FROM THE SAME TREE

The above photograph shows some typical cases of bud variations. All of these branches were cut from the same tree of the new French variety. On the left is a branch bearing four new French prunes and one of the ordinary variety. On the right, the branch at the top has two typical new French prunes, and the one at the bottom, two typical ordinary French prunes. (Fig. 3.)

larger leaves than do the comparative trees. The leaves of the trees of this strain appear to be thicker and have a tougher feel than do the leaves of the trees of the parent variety. In looking down the rows one notices that the larger trees of the No. 1418 strain, with their more luxurious and abundant foliage, stand out markedly as compared with the trees and leaves of the parent variety.

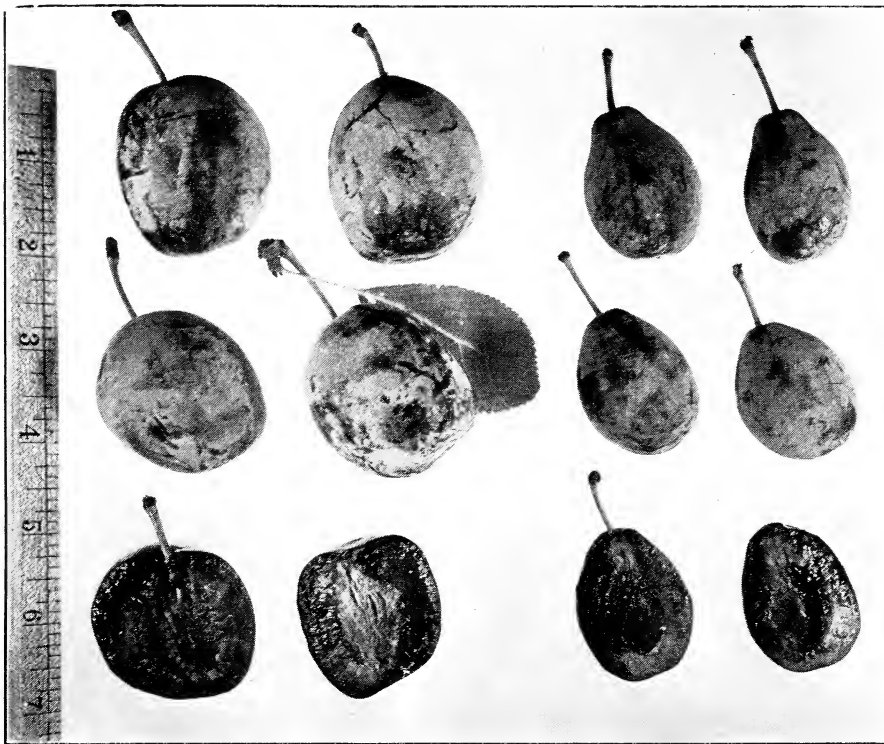
No. 1418 Averages 25-30 to the Pound

The fruits of the No. 1418 strain average about 25-30 to the pound as compared with an average of from about 50-60 to the pound as is the case of the fruits of the parent variety. The fruits of the No. 1418 strain drop clearly from the trees and are so firm that in a recent field examination no damage could be observed as a result of their fall. There was little or no bruising or other injuries observed in the fruits on the ground.

Flavor and Other Qualities Superior to Parent Variety

The fruits of the No. 1418 strain ripen at the same time as the fruits of the parent variety. They have the decided rich purple color, and





TYPICAL FRUITS OF THE TWO VARIETIES

The fruits shown in the left half of the picture are of the new French variety, and those on the right are of the ordinary variety. These samples were grown on neighboring trees in the same orchard. Note the cross-sections at the bottom. (Fig. 2.)

on the drying trays this color shows as a very deep or dark purple. The flavor and other qualities of the No. 1418 fruits are said to be better than those of the parent variety by the manager of the principal drying organization in the district where the experimental orchard is located.

After the prunes are picked up from the ground they are dipped in a boiling lye solution with the aid of a large wire basket. After dipping in the lye solution the fruits are run over a sizing machine which assort them into three grades according to size. Then the fruits are spread evenly in large shallow wooden trays and allowed to dry in the sun for from eight to ten days. Later, the trays are piled in stacks, where the drying and curing processes continue until finished. The handling of the prunes during the drying period requires care and experience. While kiln-drying is said to be successfully used in some districts, the manager of the plant where the prunes of the No. 1418 strain are dried does not believe it to be a commercial success under his conditions. The curing processes must be so managed as to preserve the rich, glossy color, meaty condition and high flavor essential to good prunes.



Has Wonderful Possibilities

As a result of the favorable opinions expressed by propagators, growers, and driers as to the commercial value of the No. 1418 strain, Mr. Coates has decided to introduce it into as many prune-growing districts as possible in order to secure final information as to the range of its adaptability and value for commercial prune production. In this decision he is certainly justified by the experimental evidence in his test orchard thus far. If the improved variety proves to be equally valuable in other districts, it will undoubtedly be the most valuable addition to the commercial prune varieties ever introduced in America.

In carefully studying the individual trees of the new variety Mr. Coates has occasionally observed small branches, and in some cases individual fruit spurs bearing the ordinary French prunes. The pyriform shape and other characteristics of the French prune, as contrasted with the more round or oval shape of the Coates variety serve to clearly distinguish the two types. While going over some of these trees recently with Mr. Coates, the writer found several similar branches, usually small ones, bearing several fruits which were unmistakably of the parent variety or ordinary French type, while the remainder on the trees were of the large Coates variety. This condition is additional evidence as to the origin of the variety as a bud variation from the ordinary French prune.

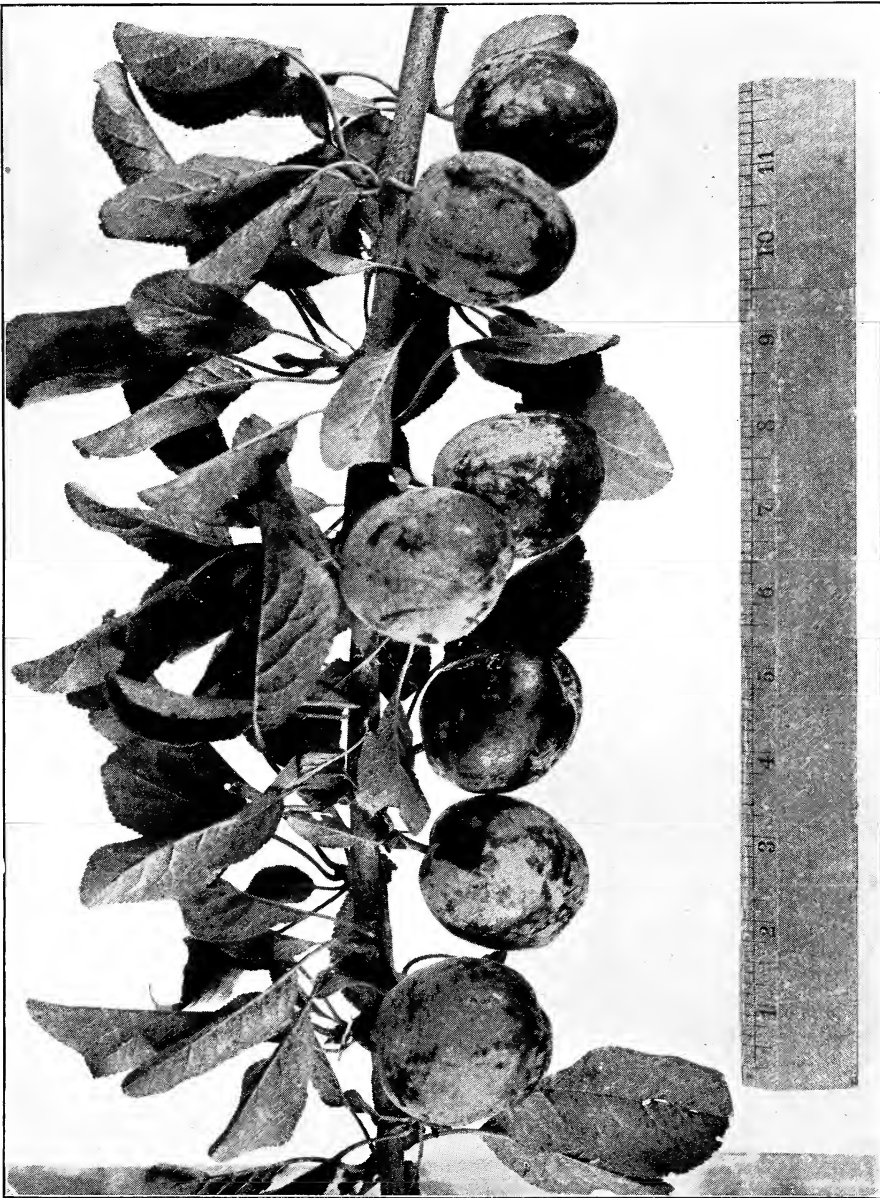
It should be noted in this connection that the experimental orchard has not been irrigated thus far. The conditions therefore are more natural than where irrigation is practiced. Furthermore, the fruits of both the Coates and the ordinary French trees were not thinned. While the crops on the trees of the new variety were much greater than those on the trees of the ordinary variety, the new fruits were about twice the size and weight of the ordinary ones.

The Delicious Prune No Longer Subject of Joke

Twenty years ago the prune was often the subject of many alleged jokes on the part of our breakfast humorists. As a result many of us in college boarding houses and elsewhere looked with disdain upon this healthful and delicious fruit. Those days are gone, never to return. The writer recently paid forty cents for a dish of prunes served on a dining car in California. The prune is no longer a joke. As the price has gone up we have learned to prize it more highly. Prunes are now shipped from California all over the world. They are even exported to that district of France from which the prune d'Agen variety came to us. It is the superior dried fruit, and one which is not only good to eat but has very great therapeutic value as well.

Until recently the writer had never tasted a fresh prune. When fully ripe, as they are picked up for drying, the fresh prune is luscious. No other word describes it. To those who have never tasted the fresh prune there is a new delight in store. For those who cannot have this opportunity the stewed dried prune or the delicious prune pie is the next best experience.





A BRANCH OF THE NEW FRENCH PRUNE TREE

Some typical fruits of the new variety of French prunes are here shown. These fruits (reproduced above to approximately one-half natural size) are about twice the size and weight of the ordinary variety, and are more uniform in all of their characteristics. The trees seem to have a more vigorous growth and develop larger leaves than the parent variety. (Frontispiece.)



BELIEVES THAT THE



WOULD HAVE RETURNED \$15,000,000 ADDITIONAL TO CALIFORNIA PRUNE ORCHARDISTS

SUCH was the indorsement given the "Coates 1418" by Dr. Coleman of the California Prune and Apricot Growers Association, in commenting upon this new prune "with the date flavor," at the gathering of experts held at Mr. Coates' orchard and home on August 29th, 1920.

In commenting upon this gathering of experts the *Pacific Rural Press* says:

"By invitation it was the writer's privilege as well as pleasure to attend what has come to be known as 'Coates' Annual Checking Up,' at the orchard of Leonard Coates, at Morgan Hill, Santa Clara County, California, where on last Friday some twenty-odd horticultural experts and members of the press inspected the 1418 French prune propagated by Leonard Coates. Several years ago H. H. Dingley, Santa Clara County orchardist, discovered in his orchard a prune of exceptional quality, and upon relating the circumstances to Mr. Coates he made an investigation to find a type of French prune superior to anything in the orchard. The tree had been neglected. As a matter of fact there had been but one limb that escaped with sufficient vitality to carry to maturity a small quantity of fruit. However, Mr. Coates was so impressed with the find that he selected some of the wood for grafting purposes, and for many years he has been patiently watching and caring for this prune. until now he states that the goal of his ambition has been reached.

In the propagation of this prune Mr. Coates did not herald it to the world that he had perfected the greatest prune of the age when his yearling grafts produced the first crop, and advertise the wood from this tree at fabulous prices per foot; but on the other hand he continued his experimental work by selecting buds from branches producing the best fruit, for size, color, texture, flavor and performance during the drying process; and so on down through the years did Mr. Coates make annual selections of buds until he was satisfied that he had a prune that would stand the test, in which there would be no "breeding back." During this time many selections were made, and when the final judgment was passed, it fell



to the 1418 prune to be selected by Mr. Coates. Upon careful examination we found the trees to be strong growers and well proportioned. Unlike the French prune, the trees fruit more evenly. Compared with French trees in adjoining rows there was not the crop for quantity, but for quality and size it was superior, and as for tonnage there would be little difference, if any. The fruit ripens earlier than the French, and it also drops more easily.

After an examination of the trees carefully, lunch was served at the beautiful home of Mr. Coates, after which there was a general discussion on the merits of this prune, and it was the consensus of opinion that Mr. Coates, by his untiring efforts, had added to the horticultural family a product that would stand for all time as a monument to his perseverance and ability as a horticulturist. Dr. Coleman of the Prune and Apricot Growers, Inc., ventured the assertion that should the entire acreage of prunes in California be of the prune propagated by Mr. Coates, it would increase the value of the annual crop at least \$15,000,000.00.

So pronounced were all in their belief as to the great value and possibilities of this new prune and their desire that it be given its proper place among the great horticultural benefactors of tree and vine, that a resolution was introduced and carried, the purport of which was that a committee be named to select a name for this prune and that the committee should report at the coming State Fruit Growers' Convention."



COMPARATIVE FINANCIAL RETURNS

BETWEEN *Coates* 1418 AND ORDINARY PETITE

THE Date prune grades almost entirely into the large 20-30 and 30-40 grades, while the common Petite, parent of the Date prune varies all the way from 40 to 120 prunes per pound in their evaporated state.

To those readers who may not be familiar with the expressions of speech used in the prune trade we might explain that the number of dried prunes necessary to weigh a pound establishes the grade to which they belong, hence the larger the fruit the fewer required per pound and consequently the higher grade it takes and the better price they bring on the market.

Not only is the Date prune larger than the Petite, its parent, but it does not shrink as much in the process of drying—for instance,

300 pounds of ripe Italian prunes produce 100 lbs. dried
250 pounds of ripe Petite prunes produce. 100 lbs. dried
200 pounds of ripe Date prunes produce.. 100 lbs. dried

It must be remembered too that in the case of both the Italians and French varieties there is a large percentage of small sizes, while with the Date prune they will all run to the large grades. According to figures compiled by experienced prune growers the Italian prune will average 55 per pound when dried, and the Petite will average 75 per pound in comparison with the Date prune averaging 30 per pound when dried.

The opening prices of dried prunes for 1920 made by the California Prune and Apricot Growers Association will serve to give a basis as to the relative market value of different sized prunes. Their quotations were as follows:

20-30 grade	25c	per lb. flat
30-40 grade	17c	" " bulk basis
40-50 grade	15c	" " " "
50-60 grade	13c	" " " "
60-70 grade	11½c	" " " "
70-80 grade	10½c	" " " "
80-90 grade	9½c	" " " "



Note the difference in value between the 20-30 grade and the 70-80 grade into which class the greater bulk of the present sweet prunes belong.

In order to ascertain the relative earnings of the Date prune and the Petite or Italian, we must consider both weight and grades. For instance if a tree of each were to yield 300 pounds of ripe fruit, you would have after drying it,

150 pounds of Date prunes
120 pounds of Petite
100 pounds of Italian

150 lbs. of Date prunes averaging 30s at 25c per lb. equals. . . . \$37.50
120 lbs. of Petite prunes averaging 75s at 10½c per lb. equals. 12.60
100 lbs. of Italian prunes averaging 55s at 12½ per lb. equals. 12.50
Showing the Date prune three times greater in earning power than the Petite or Italian.

While each years prices will necessarily vary, the comparison between grades will remain about the same, consequently the average of difference in the earning power of these prunes will from year to year be the same.

Since the above comparison is based on the product of one tree and there are usually 100 or more prune trees set on an acre it means a Date prune orchard would normally pay \$2,490.00 more per acre than a similar Petite or Italian orchard. Cut the Date prune gain 50 per cent if you want to be ultra conservative and you will still show \$1,245.00 an acre in favor of the Date prune.

Under date of August 30th. 1921, the Oregon Agricultural College reported the following chemical analysis on samples of Date Prunes sent them:

	Sundried	Dehydrated
Moisture	24.8 %	22.2 %
Total sugar	50.64%	50.24%
Fruit sugar	49.12%	47.64%
Cane sugar	1.52%	2.64%



EVAPORATION REPORT

THE following report by the National Ice & Cold Storage Company of California to Mr. Coates, relative to the evaporation process of the "Coates 1418" is unusually interesting, showing as it does that 35 pounds 13 ounces of green prunes produced, after sixteen hours drying, 16 pounds 1 ounce or almost half the weight of the green fruit.

The following is the report:

Gilroy, California, Sept. 18th. 1920.

Leonard Coates Nursery Company,
Morgan Hill, California.

Sirs: The following report is rendered on the Coates 1418 French prune sent to this dehydrator for evaporation and experimentation.

As per your request, some were dried slowly and some fast.

The prunes dried glossy and not sticky and with few sugar drops. They dried lighter than the ordinary French prune and weighed 34 to the pound after dehydration was completed. After natural or artificial processing they will naturally run less to the pound. In stating that they dried lighter than the ordinary French prune I had reference to color and not to weight, altho from the general appearance of the green fruit we expected a trifle heavier dried product. It may be that the green fruit had not yet reached its maximum sugar content for a number of the prunes were obviously short of full ripeness.

The prunes were put in at 4:45 p.m. and the following readings made:

Time	Loss Lbs.	Time	Loss Lbs.	Time	Loss Lbs.
4:45	.0	11:30	14.0	6:30	18.00
5:00	.5	12:00	14.25	7:00	18.5
5:30	2.5	12:30	14.75	7:30	18.75
6:00	3.25	1:00a.m.	15.00	8:00	19.25
6:30	4.25	1:30	15.5	8:30	19.50
7:00	6.0	2:00	16.	9:00	19.75*
7:30	7.0	2:30	16.25	9:30	19.75
8:00	8.25	3:00	16.75	10:00	19.75
8:30	9.5	3:30	17.0	10:30	19.75
9:00	10.25	4:00	17.25	11:00	19.75
9:30	11.25	4:30	17.50	11:30	19.75
10:00	11.625	5:00	17.50	12:00	19.75
10:30	13.0	5:30	17.75	12:30	19.75
11:00	13.5	6:00	18.	1:00	19.75



After maximum weight had been lost at the end of the 16th hour (marked *) it will be seen that exposure to heat for four hours caused no loss in moisture, indicating that maximum evaporation had occurred at that temperature. It was not deemed advisable to subject the fruit to greater temperature as it would result in no data of commercial value, but merely be an experiment to see how dry one could get a prune before it would "burn up." As a matter of fact we do not subject our fruit to a temperature as high as we did this special test for you, as the "critical temperature" is considered for prunes to be 150 degrees F. (see page 3, Circular No. 213 for May, 1919, Bulletin University of California, Dept. of Agriculture). Prunes can be, and are dried at a higher temperature but when dry they deteriorate rapidly and naturally we consider the future of our dried product as well as the mechanics of our drying operations.

The remainder of your prunes (aside from those that were eaten by myself and employees because of their good looks and sweetness—and when one is surrounded daily by millions of prunes it takes an especially tempting one to cause a desire to eat one), were dried in the tunnels with other runs of prunes in the regular manner, and were progressively subjected to temperatures from 115 to 150 degrees F. They were dried in this manner for 24 hours, the wet dry ratio being 2.29 to 1. The drying time for the ordinary French prune will run from 16 to 22 hours, depending on size and sugar content, altho we have had very good results with test prunes dried in 14 hours.

In your booklet which you sent (Origin of a New and Improved French Prune Variety), page 342, top right hand column, it is stated, "While kiln drying is said to be successfully used in some districts, the manager of the plant where the prunes of the 1418 strain are dried does not believe it to be a commercial success under his conditions. The curing process must be so managed as to preserve the rich, glossy color, meaty condition and high flavor essential to good prunes." I hope we may be pardoned if we take exception to the statement that the 1418 French prune cannot be successfully dried commercially under "our" conditions.

Trusting that the data and information we have furnished may be of use to you, and assuring you that I will be glad to clear up any points that you may wish to know regarding this prune or any other of your products.

Yours very truly,

NATIONAL ICE AND COLD STORAGE COMPANY OF
CALIFORNIA,

Chester A. Shephard (sgd)
Gilroy Plant Manager.



THE *Coates* 1418 TOLD IN BRIEF

—it ripens earlier than the Petite and drops from the trees when ripe more easily.

—it has been fully tested in a ten-acre experimental orchard with alternating rows planted with "Coates 1418" and the regular Petite.

—in this test orchard the "Coates 1418" prunes were *double the size and weight of the regular Petite*.

—the "Coates 1418" are more uniformly distributed over the trees.

—are much larger and more uniform in size and other distinctive characteristics.

—that the "Coates 1418" averages 25 to 30 to the pound compared with 50/60 to the pound of the regular Petite.

—that large prunes are the money makers, always bringing top prices and a ready market.

—that Mr. Coleman of the California Prune and Apricot Growers Association estimated that had all the prunes sold in California last year, 1920, been "Coates 1418" growers would have received \$15,000,000.00 more prune money than they did.

—that some of the best prune authorities claim the "Coates 1418" excels the Petite in flavor and yield.

—that no intelligent prune grower will continue to plant the ordinary small Petite prune tree when he can plant "Coates 1418" trees and produce the larger, higher priced fruit.



READ THESE INTERESTING LETTERS REGARDING THE

Coates 1418 PRUNE

Salem, Oregon, May 21, 1921.

Oregon Nursery Company,
Orengo, Oregon.

Attention Mr. M. McDonald.

My dear Mr. McDonald:

Last Fall I received a box of the new prunes, Coates 1418, which you so kindly shipped to me, and you will no doubt be interested to know that I sent some 30 pounds of them to the evaporator and received back 13½ pounds of dried prunes, which tested 28 to the pound.

I also had some of these canned at my home and I believe you have a winner for canning purposes. It has a wonderful flavor and its texture is such that it holds its shape finely in the can. All who tasted this canned fruit pronounce it the finest canned prune they have ever tasted. We also believe you have in this prune a fine shipping variety for shipping green. It has a good appearance, has a fine shape, its texture is such that we believe it will carry for long distance shipping, and its flavor is peculiarly suitable for use in its fresh state.

In regard to the dried product, we believe this prune will be a winner. From a packer's standpoint, it will give us large sizes in the sweet prune, and the flavor resembles the Oregon grown Petite or French Prune. We believe this new prune will take well with the trade for so far as the fruit is concerned we do not see a single objection to it. In our opinion it has quite a future for confection purposes as it is a free stone fruit and if it were pitted and stuffed with walnuts it would make a confection of the highest grade.

Yours very truly,

H. S. GILE AND COMPANY,
By W. T. Jenks.

NOTE—H. S. Gile & Company are well known as extensive growers, dealers and exporters of Oregon Prunes. They probably handle a greater volume of dried prune products than any other Northwest firm.

July 14th, 1920.

Leonard Coates Nursery Co.
Morgan Hill, California.

Gentlemen:

In reply to your request of June 24th, I wish to state that I made a special trip to Morgan Hill last year during the prune harvest to see the Coates French Prune No. 1418. I went to the experimental orchard and also to the dry yard and was greatly surprised to find that your claims for this prune were very much understated as the fruit was the finest quality of French Prune I have ever seen. While at the experimental orchard I selected about half a bucket full of the No. 1418 prunes and took them to my own dry yard, where I processed them with the French prunes that were drying at the time. We had no difficulty in drying them, and did not have to turn them on the trays and when finally dried they tested 22 to the pound. I believe that I have expressed my confidence in this new prune to the extent of purchasing almost 4000 trees of this variety.

Yours very truly,

JAMES A. CLAYTON & CO.,
34 West Santa Clara St.
San Jose, Calif.



OREGON NURSERY COMPANY

Berkeley, Calif., U. S. A., Nov. 8, 1919.

Dear Mr. Coates:

It gives me satisfaction to say that I have carefully examined the specimens of Coates French Prune 1418, which you sent me. I have tested them uncooked after soaking and gentle stewing. I find them embodying the points which I believe are most desirable in selections from variations of the Prune D'Agen, viz: increased size and more uniformity in size with the retention of the characters which are distinctive of the typical variety, firmness and fine textures of flesh; full sweetness and richness of flavor, smallness, thinness and smoothness of pit. If you have evidence of the productivity of the trees bearing such prunes as you send me, I believe you can justly claim to have scored a notable improvement upon even the great achievement of the French in creating this variety.

Very sincerely,

E. J. WICKSON.

NOTE—E. J. Wickson is Professor of Horticulture of the University of California, Editor of the Pacific Rural Press and author of California Fruits and other Horticultural books.

LEONARD COATES NURSERY COMPANY, INC.
ORIGINATORS AND GROWERS OF PEDIGREED STOCK

Morgan Hill, California, U. S. A., May 31, 1921.

Oregon Nursery Co.
Orengo, Oregon.

Gentlemen:

We have delayed answering yours of the 18th until the cuts and photo required could be reported actually on the way, as they now are. We hope they will reach you promptly, and will be what you want.

There is as much interest as ever about this prune. Yesterday a San Francisco banker called and is considering setting out 100 acres of our prunes. From present indications we will not have enough of these trees on myrobolan root. What have you to offer?

Yours truly,

LEONARD COATES NURSERY CO.
By Ronald H. Coates.

LEONARD COATES NURSERY COMPANY, INC.
ORIGINATORS AND GROWERS OF PEDIGREED STOCK

Oregon Nursery Co.
Orengo, Oregon.

Morgan Hill, California, U. S. A., June 7, 1921.

Gentlemen:

Mr. Coates having examined the condition of the crop of "Coates 1418" Prunes, asked the writer to estimate it also, as a check on his opinion.

We went carefully over the orchard and are convinced that the crop on the "Coates 1418" trees will be, at least, double what it was last year, in spite of the fact that the frost has cut the general prune crop to about half of normal and that the crop on other French prunes adjoining the "Coates 1418" Prunes, is lighter than in 1920.

We are mailing you a few sample fruits which were picked at random, making no attempt to get large "Coates 1418" Prunes, or small fruit of the other. You will have no difficulty in telling which are "Coates 1418" Prunes.

Yours truly,

LEONARD COATES NURSERY CO.
By Robert Westcott.

W. A. FISHER & SON
BROKERS — FOOD PRODUCTS

Oregon Nursery Company,
Orengo, Oregon.

Cleveland, June 2, 1921.

Gentlemen:

Your letter of May 25th received, also sample of your "New Prunes" and we are very much pleased with same and they seem to us a very desirable proposition.

We do not see why they should not be good sellers and we think should be fine as a confection and could be used for stuffing which would make a very attractive article.

We should be pleased to hear from you further anything regarding these prunes and if there are many of them used up to the present time.

Very truly yours,

W. A. FISHER & SON.



OREGON NURSERY COMPANY

J. J. O'CONNOR & COMPANY
BROKERS AND MANUFACTURERS' AGENTS
No. 1 North Front Street

Philadelphia, June 2, 1921.

Oregon Nursery Company,
Orengo, Oregon.

Gentlemen:

We have your letter of the 25th together with samples of prunes and we are indeed very pleased with the taste. They are very high in sugar value and we feel sure that they would meet with approval providing the price is within reason. We do not know how many of these you will have to sell or in what quantities you are going to pack or in what packages you will pack. Until we know something regarding the package, then we will endeavor to give our opinion as to the marketing.

Very truly yours,

J. J. O'CONNOR & CO.
Per John J. O'Connor.

WHEELER-YOUNG COMPANY
WHOLESALE MERCHANDISE BROKERS

Oregon Nursery Company,
Orengo, Oregon.

Minneapolis, June 6, 1921.

Gentlemen:

The sample of the new prune Coates 1418 has been received and beg to say that this is certainly a fine prune and should meet with the approval of the consumer.

Will you be in a position to furnish any of these prunes this year? Awaiting your reply, we are,

Very truly yours,

WHEELER-YOUNG COMPANY.
By Lec.

KENDIG BROKERAGE COMPANY

Kansas City, Mo., June 7, 1921.

Oregon Nursery Company,
Orengo, Oregon.

Gentlemen:

Replying to yours of the 25th ult., the sample of Coates Prunes sent us was a little late in reaching us and as we knew you would also like to have the opinion of some of the largest wholesale grocers as to quality of these Prunes, although we had a small sample to work on, we showed this sample to two of the largest buyers on the Missouri River and received nothing but favorable comments from them.

The only criticism being that our sample was so small we couldn't cook up a few to show the buyers how they would look and also how they would taste when ready to serve on the table.

If you could give us the name of any firm who will have this grade of Prunes to sell, we do not believe we would have much bother in disposing of any reasonable quantity that would be offered us.

Yours very truly,

KENDIG BROKERAGE COMPANY,
Per John F. Kendig.



A WORD ABOUT OURSELVES

THE Oregon Nursery Company, founded in 1867, is among the oldest established nurseries in the Northwest. For the past thirty years it has been under the present management, with Mr. M. McDonald as its president.

Located since 1909 at Orenco, Oregon, Twelve miles west of Portland, in the famous Tualatin Valley, the plant and operations of this company have been the means of developing a progressive community. The name "Orenco" is a word derived from our firm name—Oregon Nursery Company.



M. McDONALD

President Oregon Nursery Company

Our plant embraces upwards of one thousand acres of very choice land, all in a high state of cultivation, and where natural conditions are such as to require no irrigation. Here we propagate a very large and varied assortment of fruit-bearing trees, nut trees, shade and ornamental trees, shrubbery, roses, etc., with a distribution field extending throughout the Intermountain and Western States.

In addition to propagating the many established and well-known varieties of fruits, etc., we have introduced many new and improved varieties, of which the new "Coates 1418" is the latest. Among other successful and now extensively planted introductions, we mention the Lambert cherry, the acme of cherry perfection; the Maynard plum, Tilton apricot, and Vrooman Franquette walnut, each having proven of inestimable value to the horticultural industry of the country.

Mr. McDonald, president of the Oregon Nursery Company, has always been an ardent seeker of the best in tree or fruit, and has probably contributed more toward the introduction and dissemination of superior varieties than any other person in the nursery or fruit business of the Northwest.

Believing that our extensive plant and long experience are such as to insure every buyer of fruit-bearing trees, shade and ornamental trees, shrubs, etc., unexcelled goods and service, we invite your inquiries or personal visit at any time, assuring you of our being able to serve in a thoroughly satisfactory way.

OREGON NURSERY COMPANY

ORENCO, OREGON





Views of the Plant and Offices
of the
OREGON NURSERY COMPANY
Orengo, Oregon

